A LITERATURE STUDY ON TRENDS IN RETAIL PRACTICES AND THEIR IMPACT ON TRADITIONAL RETAILING IN INDIA

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Abstract
Present paper is a part of the doctoral research study entitled “Trends in Retail Practices and Their Impact on Traditional Retailing-Special Reference to Bhopal City”. The paper discusses various studies undertaken with respect to retailing in India. Aspects like trends, consumer perception, consumer behavior, service quality, customer satisfaction, Indian retail market etc. are included in the paper. Various studies done by other researchers and experts are analyzed to include common aspects of organized Vs traditional retailing. It is basically aimed at to prepare a summarized report on the study of related literature regarding the topic. undertaken with the common aspects of retailing in India. It is hoped that the paper may act as a reference source for the researchers and the professionals.

Keywords: Retailing, Organized retailing, Retailing in India, Service Quality, Trends, Impact of organized retailing etc.

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1. INTRODUCTION

The Government of India initiated its own public distribution system years back by starting ration shops in addition to canteen stores department for Defence personnel that was a kind of organised retailing. It also provided support to rural retail initiatives by constituting the khadi and village industries commission. The emergence of organized retail chains was seen in the 1980s when textile companies such as Bombay Dyeing, Raymond’s, S Kumar and Grasim set up their own stores. In January 2006, the Union Cabinet approved the policy on foreign direct investment (FDI) in retail to further simplify procedures for investing in India and to avoid multiple layers of approvals required in some activities. To facilitate easier inflow, FDI up to 100% was allowed under the automatic route for cash and carry wholesale and export trading. However to protect the interests of Indian retailers, the FDI up to 51% was permitted in “single brand retail”. However, we are currently confronting the political disturbances due to proposal for FDI in multi-brand retail in India. On the other hand we are experiencing the concept of “shopp-tainment” in the malls and business centers. Retailing is transforming to be smart and techno-savvy. The total concept and idea of shopping has undergone an attention drawing change in terms of format and consumer buying behavior in India. Modern retailing has entered into a retail market in India. The future of Indian retail industry looks promising with growing of the market, with the government policies becoming more favorable and the emerging technologies facilitating operations.

2. OBJECTIVES OF THE STUDY

i) To compile and classify various research findings regarding organized retailing and its impact on traditional retailing in India.
ii) To analyze and discuss the common findings of the studies referred.

3. RESEARCH METHODOLOGY

The study is an analytical and descriptive one. The data is collected solely from secondary sources i.e. refereed print journals, online journals, books, reports etc. The sources are compiled and studied between 2011 till date. The findings are categorized and classified under different issues regarding organised retailing in India.
4. DETAILED REVIEW OF LITERATURE

Parasuraman et al. (1980s) conducted an exploratory investigation in the attempt to define service quality and develop a model of service quality. The results showed that regardless of the type of service, consumers used basically the similar criteria in evaluating service quality (Parasuraman et al., 1985). They labeled those 10 criteria as “service quality determinants”. Since then, service quality was defined through 10 dimensions: Access, Communication, Competence, Courtesy, Credibility, Reliability, Responsibility, security, Tangibles and Understanding/Knowing the customer. Later, they were simplified into five dimensions including Tangibles, Reliability, Responsiveness, Assurance and Empathy. Dawar & Parkar (1994): Retailer’s reputation is a proxy for the retailer’s credibility and can stand for signal of quality. The use of retailer’s reputation is specific when it applies to an assortment of products carried within the store. Dabholkar et al. (1996) developed Retail Service Quality Model (RSQS). Based on SERVPERF, RSQS includes 28 –item scale, of which 17 items are from SERVPERF and 11 items are developed by qualitative research. It composes of 5 dimensions, namely Physical Aspects, Reliability, Personal Interaction, Problem Solving; and Policy. Sinha & Batra (1999) also find the relationship between price consciousness and private label brand purchase to be positive but also document that it can vary by different product categories. Shah (2001) reported that imagine the Kerala is the home to the largest organized retail chain in the country, there is margin free market (MFM), a 160 store chain selling almost everything from electronic and electrical appliances to food products, beverages, FMCG’s, stationary and goods. Das (2000) revealed that the Indian situation is rather paradoxical. At $180 billion, the Indian retail business contributes 10-12% of the GDP higher than the some western economies, where it averages 8%. It revealed that India have the world’s thickest density of outlets at 5.5% for every 1000 people between 12million retail stores, India’s per capita retail space is dismissal 2 sq ft per person. Johnson (2000) reported that real estate is an issue in India, also labor is cheap, so getting products delivered home is a whole lot easier and he supposes the internet will facilitate such shopping. India could actually leapfrog the west where we will probably have drive through shopping malls. In India, your friendly local guy will deliver the other opportunity is convenience stores to do things that families do not have the time for, if both husband and wife are working. Poviah and Shirali (2001) were of the viewpoint that shopping malls are classic self service 4000- 20000 sq ft. stores with shopping carts, as popularized in India by crazy boys film, with typical focus on regular groceries, household goods and personal care products. Tesco and Nilgiris. India is namely a groceries market and here, shopping malls have not been able to eat into the business of kriyana shops. While the housewife might pick up her shampoo at a shopping mall, she continues to use her local cart pusher for daily needs such as fresh vegetables. In fact, so far organized Indian
retailing has enveloped only the middle section (self esteem, social recognition) of Maslow’s pyramid. Purohit & Srivastava (2001): The retailer’s reputation is a high-scope cue for consumer to judge the product quality and make purchase decision. Their findings show that a low-quality brand cannot convey improvement in product quality through a warranty unless it goes through a reputable retailer. Chandrasekhar Priya (2004) selected 10 particularly ripe areas which should be hot markets for at least the next several years. These comprised of China, Hong Kong, Taiwan, India etc. Shekhar M. Raj (2005) in a study found that whether the hegemony of high streets over Indian retail can continue. Glitzy malls are coming up by dozen all over the county. With their snazzy interiors, an offering that is a mix of shopping, entertainment and leisure, and facilities like packing and childcare, the malls are beginning to pull the traffic from the traditional markets. Today we are much more comfortable with the quality the brands are connote than the word of a shopkeeper about the quality of product. More families now prefer to shop on weekends, preferably not too far from the home and away from maddened crowds and even more maddening parking attendants. So it is showing that now Indian consumer is ready for organized retail. As the most likely time for shopping is the weekends so the families also look for some entertainment, eating courts and recreational activities. To fulfill all these needs we have the latest form of shopping malls where all these needs of average customer can be taken care of. Subhashini Kaul (2005) concluded that consumers satisfied with the store’s service quality are most likely to remain loyal. Service quality is being increasingly perceived as a tool to increase value for the consumer, as a means of positioning in a competitive environment to ensure consumer satisfaction, retention and patronage. Despite its strategic importance, Indian retailers did not have an appropriate instrument to measure service quality. This study examined the Retail Service Quality Scale (RSQS) developed in the U.S for applicability to Indian retail and the scale had been found appropriate. Rao(2006) also states that security, trust, internet speed, responsiveness significantly affect online purchaser’s behavior. Thirumoorthi, P. (2006) concluded that the company must concentrate more on high margin to create a better performance. Importance must be given to sales promotion. The retailers must also be asked to give more displays and discounts. Tamilarasan, R. (2007) studied in depth the variety of store dimensions and service quality dimensions and revealed that all these dimensions have to be of the changing and emerging retail scenario in India.

Malliswari, M. (2007) indicated that Indian consumer is now sowing the seeds for an exciting retail transformation that he already started bringing in larger interest from international brands/ formats. With the advent of these players, the race is on to please the Indian customer and it’s time for the Indian customer sits back and enjoys the hospitality to be integrated like a king. Paromita Goswami (2007) conducted a study on how college students in urban areas shopped for apparels. The factors investigated for the study were brand conscious and needed variety and best quality for their apparel
purchase. Furthermore, parents influence their purchase behavior the most, followed by peer store approval, friends’ influence and peer product influence. Deb and Sinha (2007), attempted to develop a model to measure service quality by the relationship between service quality and customers’ commitment to retain a relationship. They focused on price, brand name, store name and levels of advertising and collected data from 350 malls via questionnaire. The model is relevant for marketers as a tool to quantify their performance. Sinha and Kar (2007) investigated modern retail developments and growth of modern formats in India. They also analysed the challenges and opportunities available to the retailers to succeed in India and concluded that retailers need to innovate in designing the value proposition, deciding the format to deliver to the consumer and also strive to serve the consumer better, faster and at less cost. Vijayraghavan K. and Ramsurya M.V. (2007), discussed the topic in their study that it is a matter of debate as to whether Indian kirana stores would be able to survive in the face of competition from organized modern trade grocery retailers. Although traditional retail currently constitutes over 95% of the total sales in the country, smaller kiranas that are unable to compete with new age retailers in terms of variety and scale have begun losing volume in several parts of the country. Anuradha Kalhan (2007) found in her study by taking small sample survey of the impact of malls on small shops and hawkers in Mumbai points to a decline in sales of groceries, fruits and vegetables, processed foods, garments, shoes, electronic and electrical goods in these retail outlets, ultimately threatening 50% of them with closure or a major decline in business. Only 14% of the sample of small shops and hawkers has so far been able to respond to the competitive threat of the malls with the institution of fresh sales promotion initiatives. Vaishali Aggarwal (2008) concluded that among the factors important for customer satisfaction, ‘quality’, ‘convenient location’ and ‘availability’ got the highest rating in term of their importance to the customer on a 5-point scale. Customers were not very price sensitive and they did not pay more attention to the display and ambience of the store. Sunayna Khurana (2008) examined the differences in consumers’ expectations and perceptions for service quality they received while shopping at various retail stores in Haryana. She also considered consumer demographic characteristics for the study. Statistically, she identified five prime factors for service quality viz. physical aspects reliability, personal interaction, problem-solving, and policy. Her study concluded that a wide disparity existed between expectations and perceptions for personal attention and policy factor. Alisa Nilawan (2008) conducted a study to survey customers’ satisfaction with Metro Mall at Sukhumvit station and revealed that food and beverage shops, reasonable prices compared with the product quality modern decoration and location of mall, word of mouth; availability of discount coupons and prompt and attentive services of salespersons were the main factors influencing customers on visiting Metro Mall at Sukhumvit station. Sonia (2008) conducted a study on customers’ perception towards Mega Marts in Ludhiana. The author highlighted that customers preferred a particular mega
mart due to its convenience in terms of space, product range, billing system, multiple choice, etc., and location at an easy approach and safety. She found that in Ludhiana, customers are generally not satisfied with the safety measures and parking facilities at mega marts. She concluded that customers preferred cash discount offers, followed by free gifts and financing facility. Quality and discount were the most important factors in influencing customers’ decision to purchase. Dr. Biradar et.al. (2008) in their article pointed out that the organized retail sector is registering tremendous growth fuelled by the unleashed spending power of new age customers who have considerable disposable income and willingness to have new shopping experience. It is emphasized that India’s top retailers are largely lifestyle, clothing and apparel stores followed by grocery stores. The paper further mentions that increasing number of nuclear families, working women, greater work pressure and increased commuting time; convenience has become a priority for Indian consumers. All these aspects offer an excellent business opportunity for organized retailers in the country. Goswami P. and Mishra M.S. (2009), conducted a study that was carried across four Indian cities- two major metros (Kolkata and Mumbai), and two smaller cities (Jamshedpur and Nagpur) with around 100 respondents from each city. The results suggest Kiranas would do best to try and upgrade in order to survive. Given that modern trade outlets have deeper pockets and can afford to make mistakes and get away with it in the short term, Kiranas have to stay alert, try to upgrade and continue to serve customers well, while concentrating on innovating, evolving and remaining efficient on retailer productivity scores. V.Ramanathan (2009) in the article mentioned that the entry of organized retailers with their completely integrated marketing practices, franchising agreements, contractual selling, joint ventures and co- promotions creates a profound threat to unorganized retailers and compels them to change their style of doing business from convenience to intensive. The article reveals that unorganized retailers dealing in clothing and footwear, furniture and appliances, and beverages were among the most affected. Further the author suggests that the traditional retailers enjoyed the advantages of proximity to the customers in neighbourhood areas, long standing personal relationship with customers and providing home delivery and credit facility. Prasad & Ansari (2009) stated that web store environment and customer service have significant impact on the willingness to buy from online retail stores. They have also identified that customer service and online shopping enjoyment have significant impact on the willingness to buy from online retail stores than the perceived trust. Chandan A. Chavadi and Shilpa S. Koktanur(2010), tried to find out the various factors driving customers towards shopping malls and consumer buying response for promotional tools. They found four major factors that drive the customers towards the shopping malls. Those factors are product mix, ambience, services and promotional strategies. Customers consider fast billing, parking facility and long hours of operations as prime services. Mittal and Anupama Parashar(2010) explained that irrespective of area, people prefer
grocery stores to be nearby, product assortment is important for grocery. Ambience of the grocery stores has been perceived differently by people of different areas and prices are equally important for all grocery. Perception and preference towards importance of service was also different across different areas. Sandip Ghosh Hazra and Kailash B.L. Srivastava(2010), found that firms are using service enhancement and are developing a range of techniques to measure service quality improvement. The competition between private and public sector has resulted in an increased need for service providers to identify the gaps in the market in order to improve service provisions to retain customers. Satisfactory service quality is an indispensable competitive strategy. They concluded that customer value for four dimensions of perceived service quality i.e. assurance-empathy, tangibles, security and reliability. S.P. Thenmozhi Raja, D. Dhanapal & P. Sathyapriya(2011) explained that the most critical challenge for a business is the improvement of service and product quality. They also explained that perception of retail service quality varies across different cities, the retailers can meet the customer expectations based on the factors drive them. Sharif Menon(2011) explained that brand identities were designed to reassure a public anxious about the whole concept of factory produced goods. Brands have transformed the process of marketing into one of perception building, so, image is now everything. Customers make buying decisions based around the perception of the brand, rather than the reality of the product. Perception is a fragile thing. India is lucky to have international brands, but the Indian consumer is very choosy in selecting the brands and especially in the consumable sector. The research brings out that importance of taste is one the important factor for the success of a brand. Sandhya Joshi(2011) explained that the surest path to a strong business bottom line is assuring that customers receive the highest appropriate quality of service across multiple applications and delivery mechanisms. Customers make their purchasing and defection decisions on the basis of the perceived value of the service package being offered, rather than simply their current levels of satisfaction. Fulbag Singh and Davinder Kaur(2011), explained that customer perception of service quality is concerned with the judgment and attitude of the customer towards quality of the service after availing the same and in turn this perception decides whether the service has provided more than what he expected then he will be satisfied and if he perceives it to be less than his expectation then he will be dissatisfied. Therefore, customer satisfaction is the summation of customer’s all expressions of service quality and depends upon his own perception and expectations. Fulbag Singh and Davinder Kaur(2011), explained that an organization cannot survive in the long run if its customers are not satisfied. Customer satisfaction is the summation of customer’s all expressions of service quality and depends upon his own perception and expectations. Komal Chopra (2011) pointed following prominent Indian retailers: Future Group: Future group started its operations in 1993 with Pantaloon Retail as the flagship enterprise. The company operates on a multi-format retail strategy. It’s sub-brands are Pantaloons, Central, Big Bazaar,
Planet Sports, Home Town, e-Zone, Aadhaar, Future Generali, Future Mediap, Blue Foods, Spaghetti Kitchen, Noodles Bar, The Spoon etc. K. Raheja Group: The Raheja Group launched its retail venture ‘Shopper’s Stop’ in 1991. Shopper’s Stop sold a range of branded apparel and private labels under the categories of apparel, footwear, fashion jewellery, leather products, accessories and home products. HomeStop, Desi Cafe, Hypercity, Inorbit, Brio etc. Reliance Retail: Reliance Retail Ltd. (RRL), the retail venture of Reliance Industries Ltd., launched its first store in November 2006 through its supermarket format called ‘Reliance Fresh’. Other stores are Reliance Digital, Reliance Mart, Reliance Timeout, Reliance Trends, Reliance Jewels, Reliance Autozone, Reliance Wellness etc. Tata Group: Trent, the retail arm of Tata group launched operations in 1998. The portfolio of Trent consists of lifestyle chain called ‘Westside’, a hypermarket chain called ‘Star Bazaar’, books and music chain called ‘Landmark’ and family fashion stores called ‘Fashion Yatra’. The Tata’s also run electronic megastores under the brand ‘Croma’, watch and eye care stores under the brand ‘Titan’ and jewellery stores under the brand ‘Tanishq’. RPG Group: The retail arm of RPG, called ‘Spencer’s Retail’ was established in 1996. Spencer’s focused on supermarket and hypermarket formats with verticals like food and beverage, electrical and electronic goods, home and office essentials, garments and fashion accessories, toys, personal care, music and books. Aditya Birla Group: Aditya Birla Retail Limited, the retail arm of Aditya Birla Group, ventured into retail into retail in 2007 by acquiring ‘Trinethra’, a south-India based chain of stores. The retail chain focused on supermarkets called ‘more’ and hypermarkets called ‘more.MEGASTORE’. By 2009, Aditya Birla Retail had more than 600 supermarkets across India and was planning a massive expansion in the hypermarket format. Vishal Group: ‘Vishal Megamart’, the retail venture of Vishal Group, launched the first hypermarket in India in 1986. Since then, Vishal Megamart underwent a massive expansion and by 2009, it had presence in 100 cities and 24 states of India.

5. SELECT ORGANIZED STORES IN BHOPAL CITY

DB City & DB Mall: With global brands in grocery, food, hosiery, textile, footwear, Fun cinema etc.

Vishal Mega Mart: Grocery, Clothing, fashion assortments, cosmetics etc.

Reliance: Reliance Digital, Reliance Fresh, Reliance Mart.

Other Names: Platinum Plaza, V-Mart, Cinepolis, Lotus, Top-n-Town, Mc-Donal ds, Pizzaa-Hut, Aapurti, ITC e-chaupal, Sanchi, Vindhya Herbal, N-Mart, Raymonds, Woodlands, etc.
6. ANALYSIS OF DATA

The data collected from literature review is analysed and grouped under following heads:

6.1 Factors behind Consumer Attractiveness

When the literature is studied regarding why the consumers are attracted towards organized formats, some factors are identified. First factor to name is Retailer’s reputation as it is specific when it applies to an assortment of products carried within the store. The reputation is a measure of product quality and further purchase from the customer point of view. Second factor may be named as Brand because the same perception works here also. Sometimes brand is also a status symbol in the society. Third factor can be Price because various malls and stores arrange discount sales, lottery, free gifts etc. Maximum middle class is price conscious and have limited budget. Promotional tools also act as driving factor in the favour of these new formats. The author personally experienced in Bhopal city where DB mall and Vishal Mega mart arrange attractive promotional activities in print and electronic media. They also sometimes do celebrity endorsement and organize shows in these shopping complexes. Friends’ influence and words of mouth work a lot in promoting these malls. Service quality is also excellent in these stores. These formats facilitate with parking, entertainment, fooding, shopping, safety measures and billing system etc.

6.2 Consumer Perception and Service Quality

The author analysed the various studies and found that Service Quality is very much important for relationship building with customers. Major factors identified for ascertaining service quality are price, brand name, store name, promotional tools etc. Some researchers categorised these factors as physical aspects, reliability, personal interaction, problem solving and policy. Some others named them as tangibles, reliability, responsiveness, assurance and empathy. It is also concluded that consumer expectations, perceptions should be closely met with service quality offered.

Brands have transformed the process of marketing into one of perception building, so, image is now everything. Customers make buying decisions based around the perception of the brand, rather than the reality of the product. Perception is a fragile thing. India is lucky to have international brands, but the Indian consumer is very choosy in selecting the brands and especially in the consumable sector. Customers make their purchasing and defection decisions on the basis of the perceived value of the service package being offered, rather than simply their current levels of satisfaction. Ambience, area and price are equally important for meeting perception with quality.
Actually customer perception is very much associated with service quality because the earlier determines the satisfaction or dissatisfaction with the later.

6.3 Paradigm Shift in Retailing (Including Development in Retail Formats)

It is investigated that modern retail developments and growth of modern formats are taking place in India. It is also analysed the challenges and opportunities available to the retailers to succeed in India and concluded that retailers need to innovate in designing the value proposition, deciding the format to deliver to the consumer and also strive to serve the consumer better, faster and at less cost. Glitzy malls are coming with sparkling interiors offering a mix of shopping, entertainment and leisure. They also avail packing, child amusement, parking and fooding services. It can be said that the seeds are sown for an exciting retail transformation that has already been started bringing in larger interest from international brands/ formats. The advent of big players started the competition to attract Indian customers and to choose the best alternative of them. Traditional retailers are upgrading their shops akin to branded showrooms. Some common formats are known as shopping malls, speciality stores, discount stores, convenience stores, supermarkets, departmental stores etc. Latest trend is also experienced that is web store environment and customer service has significant impact on the willingness to buy from online retail stores. They have also identified that customer service and online shopping enjoyment have significant impact on the willingness to buy from online retail stores than the perceived trust. Asian Sky shop, home shop 18, flipkart, ebay etc. are some of them. In this concern the security, trust, internet speed, responsiveness significantly affect online purchaser’s behavior.

6.4 Impact of Organised formats On Traditional Formats

It is a matter of debate as to whether Indian kirana stores would be able to survive in the face of competition from organized modern trade grocery retailers. Although traditional retail currently constitutes over 95% of the total sales in the country, smaller kiranas that are unable to compete with new age retailers in terms of variety and scale have begun losing volume in several parts of the country. It can be suggested that Kiranas should try and upgrade in order to survive. Another point to be noted is that the major part of Indian population lives in rural area where the traditional players are enjoying the retailing business. Until or unless these big global players aim at catering the rural market, winning the battle of Indian retail sector would be half filled.
6.5 Customer Satisfaction

Customer satisfaction can be ascertained by quality, modern decoration, location of mall, word of mouth; availability of discount coupons and prompt and attentive services of salespersons. Customer satisfaction is the summation of customer’s all expressions of service quality and depends upon his own perception and expectations.

6.6 India: A Huge Untapped Market

Some ripe areas are identified as hot markets. Kerala is found as a home to the largest organized retail chain in the country, there is margin free market (MFM), a 160 store chain selling almost everything from electronic and electrical appliances to food products, beverages, FMCG’s, stationary and goods. It boasts of a Gross turnover of Rs 500cr for the year ended 2000. The organized retail industry is expected to grow by 30% in the next five years. Country like India has all the major international retailers and has an equally impressive list of home-grown retailers. It is revealed that the Indian situation is rather paradoxical. At $180 billion, the Indian retail business contributes 10-12% of the GDP higher than the some western economies, where it averages 8%. It revealed that India have the world’s thickest density of outlets at 5.5% for every 1000 people between 12million retail stores, India’s per capita retail space is dismissal 2 sq ft per person. Today, 50 of the fortune 500 companies and 25 of Asian top 200 companies are retailer. It is reported that real estate is an issue in India, also labor is cheap, so getting products delivered home is a whole lot easier and he supposes the internet will facilitate such shopping. It is also found out that the organized retail sector is registering tremendous growth fuelled by the unleashed spending power of new age customers who have considerable disposable income and willingness to have new shopping experience. It is emphasized that India’s top retailers are largely lifestyle, clothing and apparel stores followed by grocery stores. Much of the grocery and vegetable market is open.

6.7 Differentiated Marketing Strategies

It is concluded that the importance must be given to sales promotion. The retailers must also be asked to give more displays and discounts. It is mentioned that the entry of organized retailers with their completely integrated marketing practices, franchising agreements, contractual selling, joint ventures and co-promotions creates a profound threat to unorganized retailers and compels them to change their style of doing business from convenience to intensive. The article reveals that unorganized retailers dealing in clothing and footwear, furniture and appliances, and beverages were among the most affected. The traditional retailers enjoyed the advantages of proximity to the customers in neighbourhood areas, long standing personal relationship with customers and providing
home delivery and credit facility. It is concluded by taking small sample survey of the impact of malls on small shops and hawkers in Mumbai points to a decline in sales of groceries, fruits and vegetables, processed foods, garments, shoes, electronic and electrical goods in these retail outlets, ultimately threatening 50% of them with closure or a major decline in business.

6.8 Prominent Indian Retailers

Komal Chopra (2011) studied the prominent Indian retailers. These are Future Group with sub-brands Pantaloons, Central, Big Bazaar, Planet Sports, Home Town, e-Zone, Aadhaar, Future Generali, Future Mediapi, Blue Foods, Spaghetti Kitchen, Noodles Bar, The Spoon etc., K. Raheja Group with: Shopper’s Stop, HomeStop, Desi Cafe, Hypercity, Inorbit, Brio etc., Reliance Retail with Reliance Fresh, Reliance Digital, Reliance Mart, Reliance Timeout, Reliance Trends, Reliance Jewels, Reliance Autozone, Reliance Wellness etc., Tata Group with Trent, Westside, Star Bazaar, Landmark, Fashion Yatra, Croma, Titan, Tanishq etc., RPG Group with Spencer’s Retail, Aditya Birla Group’s Trinethra, more, more.MEGASTORE, Vishal Group’s Vishal Megamart etc.

6.9 Select Organized Retail Exhibits From Bhopal City

DB City & DB Mall, Vishal Mega Mart, Reliance Digital, Reliance Fresh, Reliance Mart, Platinum Plaza, V-Mart, Cinepolis, Lotus, Top-n-Town, Mc-Donalds, Pizzaa-Hut, Aapurti, ITC e-chaupal, Sanchi, Vindhya Herbal, N-Mart, Raymonds, Woodlands, Ashima Mall etc.

7. CONCLUSION

It can be concluded that the transformation of traditional retailing to organized retailing in the form of shopping malls, hypercity, supermarkets, departmental stores, convenience store, speciality stores etc. is taking place at a regular pace in India. Global retail players are opening their outlets. Urban people are enjoying “shopptainment” in these places. Big shopping complexes are doing well in big cities with international and national brands. In small cities traditional shops are upgrading their outlets that is beneficial to survive in the market. However, the shops in neighbourhood and local cart pusher are much preferred by majority of population for ration and vegetables. Huge Indian rural market is also untapped for organized retailing.
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